

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Michael C. SCROGGIE et al.Application No./Patent No.: 09/756,788Filed/Issue Date: January 10, 2001Titled: **SYSTEM AND METHOD FOR PROVIDING SHOPPING AIDS AND INCENTIVES TO CUSTOMERS THROUGH A COMPUTER NETWORK**

Catalina Marketing Corporation, a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in (The extent (by percentage) of its ownership interest is \_\_\_\_\_ %); or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)
- the patent application/patent identified above, by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

**OR**

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

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- ☒ Additional documents in the chain of title are listed on a supplemental sheet(s).

- ☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/James G. Gatto/

Signature

July 1, 2012

Date

James G. Gatto, Registration No. 32,694Patent Attorney

Printed or Typed Name

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

09/756,788	System and method for providing shopping aids and incentives to customers through a computer network	074584-0400921	07-01-2012::11:05:47
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### Patent Assignment Abstract of Title

**Total Assignments: 3**

Application #: 09756788

Filing Dt: 01/10/2001

Patent #: NONE

Issue Dt:

PCT #: NONE

Publication #: US20110137718

Pub Dt: 06/09/2011

Inventors: Michael C. Scroggie, Michael E. Kacaba, David A. Rechon, David M. Diamond

Title: System and method for providing shopping aids and incentives to customers through a computer network

**Assignment: 1**

Reel/Frame: 013159 / 0689

Received: 08/09/2002

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Mailed: 10/09/2002

Pages: 4

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: SUPERMARKETS ONLINE, INC.

Exec Dt: 07/30/2002

Assignee: CATALINA MARKETING INTERNATIONAL, INC.  
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**Assignment: 2**

Reel/Frame: 017863 / 0607

Received: 06/27/2006

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Mailed: 06/30/2006

Pages: 5

Conveyance: MERGER (SEE DOCUMENT FOR DETAILS).

Assignor: CATALINA MARKETING INTERNATIONAL, INC.

Exec Dt: 03/31/2006

Assignee: CATALINA MARKETING CORPORATION  
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**Assignment: 3**

Reel/Frame: 019955 / 0896

Received: 10/15/2007

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Conveyance: SECURITY AGREEMENT

Assignors: CATALINA MARKETING PROCUREMENT, LLC

Exec Dt: 10/01/2007

CATALINA HEALTH RESOURCE, LLC

Exec Dt: 10/01/2007

CATALINA MARKETING WORLDWIDE, LLC

Exec Dt: 10/01/2007

CATALINA-PACIFIC MEDIA, LLC

Exec Dt: 10/01/2007

CMJ INVESTMENTS LLC

Exec Dt: 10/01/2007

CHECKOUT HOLDING CORP.

Exec Dt: 10/01/2007

CHECKOUT ACQUISITION CORP.

Exec Dt: 10/01/2007

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MENLO PARK, CA 94025

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